

February 15, 2005

February Fifteenth

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The second regular Meeting of City Council was held on the above date at 7:00 p.m. in the Council Chambers located on the Fourth floor of the Municipal Building. The following Council Members were present: P. A. "Pete" Castiglione, Jr., E. Stokes Daniels, Jr., T. David Luther, T. Wayne Oakes Sherman M. Saunders, H. Phillip Smith, and Vice-Mayor R. Wayne Williams, Jr. (7). Ruby B. Archie and Mayor John C. Hamlin were absent (2).

Staff members present were City Manager Jerry L. Gwaltney, Deputy City Manager M. Lyle Lacy, III, Assistant City Manager for Utilities Joseph C. King, Finance Director Aubrey D. Dodson, Deputy Director of Finance Barbara A. Dameron, City Attorney W. Clarke Whitfield, Jr., and City Clerk Annette Y. Crane, CMC.

Other Staff Members present were Economic Development Director Ron Bunch, Community Development Director Jerry Fischer, Planning Director Kenny Gillie, Parks, Recreation, and Tourism Director John Gilstrap, Information Technology Director Kerry Goode, and Key Accounts Manager Kevin Martin.

Vice-Mayor Williams presided.

INVOCATION AND PLEDGE OF ALLEGIANCE

Rev. Cecil Bridgeforth, Pastor of Shiloh Baptist Church, offered the invocation. The Pledge of Allegiance to the Flag followed.

ANNOUNCEMENTS AND SPECIAL RECOGNITION

On behalf of Mayor Hamlin, Vice-Mayor Williams read a proclamation naming Wednesday, February 23, 2005 as Rotary Centennial Day in honor of Rotary International's 100th anniversary and calling upon the citizens of Danville to honor the founders of Rotary International and support the continued charitable works of Rotary International, the Rotary Club of Danville and Danville Riverview Rotary Club. The certificate was presented to Riverview Rotary's President-elect Tom Gay.

Vice-Mayor Williams recognized Economic Development Director Ron Bunch. Mr. Bunch introduced the Center Director for TelVista Eric Allen. Mr. Allen thanked the City for the beautiful building at Airside Park and extended an invitation to Council Members to visit the facility for a 30-minute tour.

Mr. Allen said the facility is fully up and running and ready to serve calls. The first training class for employees is scheduled for Thursday, February 24. Mr. Allen advised there are currently fifty-two (52) employees at the site and that forty-four (44) were hired locally. He said TelVista is committed to hiring locally and would only go outside the area if it were absolutely necessary. Mr. Allen said there should be 100 to 150 employees at the facility by the end of 2005.

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Mr. Allen reported that TelVista's management team was very happy with the support received from the area including the City of Danville, the Virginia Employment Commission and the Virginia Workforce Commission, Averett University, Danville Community College and National Business College.

Mr. Allen said the recent Job Fair at TelVista produced applicants of tremendous quality. He said approximately ninety (90) applicants had been interviewed at the agent level and only one (1) individual did not meet background check requirements. He said that was highly unheard of by his organization. He said it was expected that there would be a 95% to 100% show rate on the first day of employment.

Vice-Mayor Williams welcomed Mr. Allen and TelVista to Danville.

Council Member Castiglione introduced Mark Gibson, Director of Danville Community College's (DCC) Upward Bound Program. Mr. Gibson has concern over the possibility that federal funding for the Upward Bound Program might be cut from the budget this year. He said the program was a vital tool in helping students complete high school and entering college should they chose to do so. He offered the following facts about the Upward Bound Program at Danville Community College:

- Established at DCC in august 1999
- Funded to serve fifty (50) students per year (average number of students served is 63)
- Serves nine (9) high schools in Danville City and Halifax and Pittsylvania Counties
- Two-thirds of participant population are from first generation and low-income families
- 100% of participants who stay in the program graduate from high school
- Since the Class of 2001, 76% of graduates have enrolled in college; 6% are serving in the Armed Forces and 4% are currently employed
- 77% of the Class of 2004 enrolled in college
- Fifty (50) students have graduated from the program since 1999
- 80% of the graduates took SATs with an average SAT score of 836
- 74% of graduates were female and 26% were male
- 94% of graduates were African-American, 4% Caucasian, and 2% were Hispanic.

Mr. Gibson further advised that all participants were required to complete at least four (4) hours of tutoring per week and one (1) Saturday session per month was also required.

Mr. Gibson acknowledged and recognized the presence of several Upward Bound participants and family members.

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The following students said the program had helped them tremendously by bringing their grades up and by preparing them for college:

- Monte' Thomas, a 10th grade student at GWHS
- Sherry Henry, an 11th grade student at Dan River High School
- Shanekia Woods, a 9th grade student at the Galileo Magnet School
- Antiquia Woods, an 11th grade student at the Galileo Magnet School, and
- Jasmine Holland, a 9th grade student at GWHS.

Sherry Henry's mother, Bonnie, spoke highly of the program and said her daughter's grades and attitude had changed very much since Sherry entered the program.

Mr. Gibson said the students take part in a six-week residential component at Averett University. He said the summer institute is designed to prepare rising 9-12 graders for fall class assignments in core subjects at their respective high schools. Mr. Gibson said a summer bridge program was included in the residential component to assist high school graduates from surrounding areas with transportation for commuting to DCC. He said costs for housing, meals, and educational activities were covered by the program.

Mr. Gibson said he looked forward to support from City Council. Council Member Daniels asked how the students qualified for the program and what type of support he was seeking from Council. Mr. Gibson responded that recommendations for participation in the program came from neighbors and teachers and said a Resolution from Council stating its support of the program by requesting that federal funds remain in the budget would be helpful and very much appreciated.

Council Member Castiglione said the program had an overflow of students and DCC picked up the difference. He said it was felt the program was too beneficial to not allow those students who wished to do so take part. Mr. Gibson stated there was always a waiting list for students wanting to enter the program.

Vice-Mayor Williams thanked Mr. Gibson and the students for excellent report.

MINUTES

Upon Motion by Council Member Luther and second by Council Member Oakes, Minutes of the February 1, 2005 Meeting of City Council were approved as presented. Draft copies had been distributed to Council Members prior to the Meeting.

BUDGET ADOPTION-FY 2004-2005-CDBG PROGRAM-COMMUNITY DEVELOPMENT

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Upon Motion by Council Member Castiglione and second by Council Member Daniels, Ordinance No. 2005-02.01 presented by its First Reading on February 1, 2005 amending the Fiscal Year 2004-2005 Community Development Appropriation Ordinance by authorizing a transfer of funds from the Public Improvements/Park Improvements Account in the amount of \$26,000 to Special Activities by Sub-Recipients/Project Discovery and Planning/Old West End Survey was adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

BUDGET ADOPTION-FY 2004-2005-ANGLERS-CYBER CONNECTOR TRAIL

Upon Motion by Council Member Smith and second by Council Member Luther, Ordinance No. 2005-02.03 presented by its First Reading on February 1, 2005 amending the Fiscal Year 2004-2005 Budget Appropriation Ordinance by increasing anticipated revenues to provide for a Grant for the construction of the Anglers-Cyber Connector Trail in the amount of \$100,000 and local in-kind services in the amount of \$25,000 for a total appropriation of \$125,000 was adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

APPOINT NILES DALY TO INDUSTRIAL DEVELOPMENT AUTHORITY

Council Member Saunders moved the adoption of a Resolution entitled:

RESOLUTION NO. 2005-02.04

A RESOLUTION APPOINTING P. NILES DALY, JR. AS A MEMBER OF THE INDUSTRIAL DEVELOPMENT AUTHORITY.

The Motion was seconded by Council Member Luther and adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

REAPPOINT GWENDOLYN EDWARDS TO DISABILITY SERVICES BOARD

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Council Member Saunders moved the adoption of a Resolution entitled:

RESOLUTION NO. 2005-02.05

A RESOLUTION REAPPOINTING GWENDOLYN M. EDWARDS AS A MEMBER OF THE WEST PIEDMONT DISABILITY SERVICES BOARD.

The Motion was seconded by Council Member Daniels and adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

HEARING-AMEND CHAPTER 41 DANVILLE CITY CODE-SIGNAGE MODIFICATIONS

Mayor Hamlin opened the floor for a Public Hearing to consider amending Section 41 of the Danville City Code regarding signage in the Central Business Commercial District. American National Bank promised to donate a substantial sum of money for renovations to the North Theatre provided they receive recognition from the community. The use of building signage is one way to receive such recognition. Notice of the Public Hearing had been duly published in the Danville Register and Bee on February 1 and 8, 2005. No one present desired to be heard and the Public Hearing was closed.

Council Member Daniels moved the adoption of an Ordinance entitled:

ORDINANCE NO. 2005-02.04

AN ORDINANCE AMENDING AND REORDAINING CERTAIN SECTIONS OF CHAPTER 41 OF THE DANVILLE CITY CODE IN ORDER TO MODIFY ARTICLE 10, SECTION N, REGARDING SIGNAGE ALLOWED IN THE CB-C CENTRAL BUSINESS COMMERCIAL DISTRICT.

Council Member Luther seconded the Motion.

Vice-Mayor Williams asked for a brief overview from Planning Director Ken Gillie on what changes are being made regarding signage.

Mr. Gillie said that currently the code does not permit off-premise outdoor advertising. In conjunction with a proposal to renovate a project in the City, one way to help the project is to allow for off-premise outdoor advertising. In order to do that, the zoning ordinance needed to be modified to allow for advertising within certain parameters. Mr. Gillie advised that a Special Use permit would be required in order to limit the amount of outdoor advertising.

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In response to Vice-Mayor Williams, Mr. Gillie said advertising would be allowed for non-profit corporations that are located within the Historical and Downtown Districts of the City.

Council Members Smith and Castiglione expressed concern that in view of this request, future organizations might request a certain size sign based on the amount of money donated for improvements to the Downtown and Historic Districts.

In response to those concerns, City Manager Gwaltney said any requests for a Special Use Permit would have to be considered on a case-by-case basis as to what size and what type of advertising could be placed on a building. Mr. Gwaltney further advised that the signage would be limited to being placed on buildings with an approved application for Historic Rehabilitation Tax Credits and could only be used on a building occupied by a non-profit corporation.

The Ordinance was adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

ACCEPT PROPERTY AT 121 MAPLEWOOD AVENUE FROM COMMONWEALTH

Council Member Oakes moved the adoption of an Ordinance entitled:

ORDINANCE NO. 2005-02.05

AN ORDINANCE AUTHORIZING THE ACCEPTANCE OF PROPERTY FROM THE COMMONWEALTH OF VIRGINIA LOCATED AT 121 MAPLEWOOD AVENUE IN THE CITY OF DANVILLE, VIRGINIA.

The Motion was seconded by Council Member Saunders and adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

APPROVE DEED OF LEASE - DANVILLE LIFE SAVING AND FIRST AID CREW

Council Member Luther moved the adoption of a Resolution entitled:

RESOLUTION NO. 2005-02.06

A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A DEED OF LEASE BETWEEN THE CITY OF DANVILLE AND THE DANVILLE LIFE SAVING AND FIRST AID CREW, INC. FOR THE USE OF 121 MAPLEWOOD AVENUE.

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The Motion was seconded by Council Member Castiglione and adopted by the following vote:

VOTE: 7-0
AYE: Castiglione, Daniels, Luther, Oakes, Saunders, Smith,
and Williams (7).
NAY: None (0).
ABSENT: Archie and Hamlin (2).

Dr. Williams advised that the Danville Life Saving and First Aid Crew desires to establish a crew hall and base to locate a couple of rescue units on the north side of town. He said the crew would like to lease the property at 121 Maplewood Avenue from the City and would make necessary improvements to the facility. He said the Deed of Lease provides for a thirty (30) year lease at a cost of \$1.00 per year.

COMMUNICATIONS

Referring to the sign ordinance, Mr. Gwaltney said those concerns expressed by Council Members Smith and Castiglione were justified and that the administration had those same concerns. He said it was necessary that the City work very closely with the community in order to assist in the revitalization efforts of the City. Mr. Gwaltney said the sign ordinance was one of the most challenging to administer. He said he doesn't foresee a tremendous number of changes to the ordinance and has requested that the Planning staff and sign business owners meet with him for further discussion on the issue. Mr. Gwaltney said he would provide a report to Council following the meeting.

Mr. Gwaltney called attention to a document containing December 31, 2004 Statements of Revenue and Expenditures that had been placed at the desk of each Council Member. He said the six-months financial picture looked much better than he had anticipated and that he felt reasonably good about it.

There were no communications from the City Attorney and City Clerk.

ROLL CALL

Council Member Castiglione reported on a fund-raiser for tsunami victims held by DCC students and Danville Firefighters. He said he wanted to provide a dollar figure of money collected, but donations were still coming in. Mr. Castiglione expressed pride at the generosity of the citizens of Danville.

Council Member Oakes reported that he had been approached by two Danville citizens who inquired about the closing of the Peak Shaving Plant. Mr. Gwaltney asked Assistant City Manager for Utilities Joe King to provide an answer for Council Members.

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Council Members Saunders said he was glad to hear that City Manager Gwaltney would be revisiting the City's sign ordinance. Mr. Saunders asked the City Manager to look into situations that cost more to enforce than to correct and make any necessary adjustments.

Vice-Mayor Williams reported that Mayor Hamlin was out of town on business and that Council Member Archie was absent because of an unexpected crisis.

Dr. Williams expressed his excitement over cooperative efforts with the City and Pittsylvania County that have resulted in a Joint Industrial Park and new businesses coming to the area. He said State officials had taken notice and had stepped forward in various ways to assist in the city/county joint economic development efforts.

City Manager Gwaltney, responding to those who continue to say that new jobs are needed in Danville, reported that over the past eleven (11) months, a total of 1,994 new jobs had been created in our area. Mr. Gwaltney said citizens should realize that economic development is a tremendous undertaking and that our economic development efforts have been very successful. He said the new job figure did not include EsselPropack and the recent expansions of a number of existing businesses.

The Meeting adjourned at 7:55 P.M.

MAYOR

CLERK